



# Sunglasses in the Philippines

June 2025

[Table of Contents](#)

## Sunglasses in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Unusually hot weather boosting demand for sunglasses

Ray-Ban a shining light in sunglasses

Sports-related offerings see growing demand as Filipinos become more active

#### PROSPECTS AND OPPORTUNITIES

E-commerce expected to boost demand for sunglasses

Demand for tech-infused sunglasses is high but regulations could limit access to them

Optical goods stores likely to adapt to the growing competition from e-commerce

#### CATEGORY DATA

Table 1 - Sales of Sunglasses: Volume 2020-2025

Table 2 - Sales of Sunglasses: Value 2020-2025

Table 3 - Sales of Sunglasses: % Volume Growth 2020-2025

Table 4 - Sales of Sunglasses: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Sunglasses: % Value 2020-2024

Table 6 - LBN Brand Shares of Sunglasses: % Value 2021-2024

Table 7 - Distribution of Sunglasses by Format: % Value 2020-2025

Table 8 - Forecast Sales of Sunglasses: Volume 2025-2030

Table 9 - Forecast Sales of Sunglasses: Value 2025-2030

Table 10 - Forecast Sales of Sunglasses: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Sunglasses: % Value Growth 2025-2030

## Eyewear in the Philippines - Industry Overview

### EXECUTIVE SUMMARY

Eyewear in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for eyewear?

#### MARKET DATA

Table 12 - Sales of Eyewear by Category: Volume 2020-2025

Table 13 - Sales of Eyewear by Category: Value 2020-2025

Table 14 - Sales of Eyewear by Category: % Volume Growth 2020-2025

Table 15 - Sales of Eyewear by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Eyewear: % Value 2020-2024

Table 17 - LBN Brand Shares of Eyewear: % Value 2021-2024

Table 18 - Distribution of Eyewear by Format: % Value 2020-2025

Table 19 - Forecast Sales of Eyewear by Category: Volume 2025-2030

Table 20 - Forecast Sales of Eyewear by Category: Value 2025-2030

Table 21 - Forecast Sales of Eyewear by Category: % Volume Growth 2025-2030

Table 22 - Forecast Sales of Eyewear by Category: % Value Growth 2025-2030

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### SOURCES

Summary 1 - Research Sources

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